

CATALINA ISLAND

2026-27

Map & Directory

Same rates as last year!

Members: Put Your Business on the Map!

Promote your business in the 2026-27 Catalina Island Map & Directory. This map is Love Catalina Island's **most widely used local marketing resource** and will once again be designed by BobCo Design, the same agency behind the official 2026 Catalina Island Visitor Guide.

Where are the Maps Distributed?

175,000 copies will be printed and distributed through a comprehensive, high-visibility network including:

- Display racks at all mainland transportation terminals
- Onboard the majority of passenger ferries traveling to the island
- Distribution to visitors and cruise ship passengers at the Visitor Center
- Placement at member businesses and hotels throughout the island
- Exposure at select consumer travel and industry trade shows
- Distribution to AAA travel offices across California, Arizona, Nevada, and the Pacific Northwest
- Inclusion in media kits and welcome packets for visiting groups

The map will also be available online for viewing and printing, reaching over one million website visitors annually, further extending its reach and impact.

Advertising Opportunities

Advertising opportunities are available to all Love Catalina Island members, with non-member advertising and listing rates also offered. Please contact us for details. See ad rates and specifications on page 2.

Premium Ads: Limited to 14 quarter-page premium placements.

Standard Ads: Quarter-page and eighth-page placements may be requested; placement is not guaranteed.

Business Directory Listings: Include business name, website, phone number, map location, and a description of up to 30 characters.

All advertising space is assigned on a first-come, first-served basis. Due to limited availability, members may purchase one ad space per business. A waitlist will be maintained, and additional ad purchases may be offered if space remains.

Advertisers receive one complimentary Business Directory Listing with the purchase of any ad size (one listing per ad placement).



ADVERTISING RATES:

Ad buy includes (1) Business Directory Listing per Ad space

Premium Ad - 1/4 page

\$1,575 Back Cover

\$1,400 Inside Front Cover, Right of Avalon Map, Below Directory

Standard Ad - 1/4 page

\$1,200

Standard Ad - 1/8 page

\$850

Business Directory Listing

\$300 (listing only)

Non-member rates also available

DEADLINES:

Ad & Listing RESERVATIONS

Friday, February 20, 2026

Ad ARTWORK & PAYMENT Due

Friday, February 27, 2026

SALES CONTACT:

Love Catalina Island Tourism Authority

Michelle Warner

e: michelle@lovecatalina.com

m: 310-387-4633

SEND ARTWORK TO:

BobCo Design

Bob Nenninger

e: bob@bobco.design

p: 949-414-4742

file drop: spaces.hightail.com/

uplink/BobCo

ADVERTISING RATES & SPECIFICATIONS

See diagram below for ad size/layout example

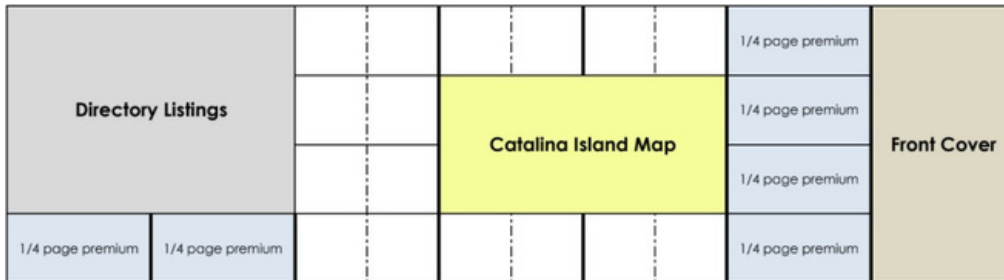
	SIZE (W x H)	Live Area: Keep all text and important ad info within this area	RATE
1/4 PG PREMIUM AD -Back Cover	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)		\$1,575
1/4 PG PREMIUM AD -Inside Front Cover -Right of Avalon Map -Below Directory	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)		\$1,400
1/4 PG STANDARD AD	3.5" x 1.75" (live) 3.75" x 2.125" (trim) 4" x 2.375" (bleed)		\$1,200
1/8 PAGE STANDARD AD	1.625" x 1.75" (live) 1.875" x 2.125" (trim) 2.125" x 2.375" (bleed)		\$850
BUSINESS DIRECTORY LISTING*	Business name, phone, url, map #, 30 characters copy		\$300

*Receive ONE free Business Directory Listing for each 1/4 page or 1/8 page Ad space purchased

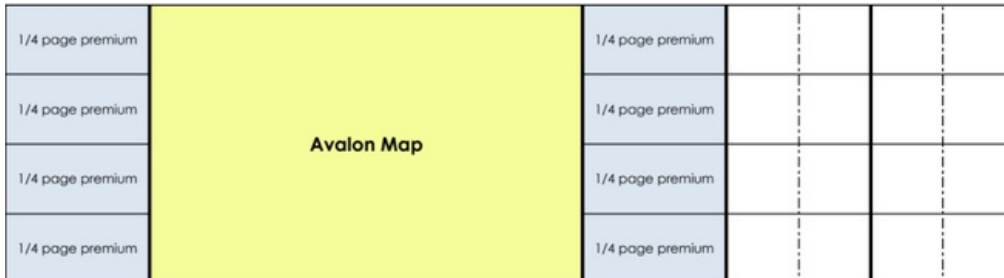
Non-member rates are also available

- **Premium Ad placement is RESERVED, first-come, first-served****
- **Standard Ad placement may be requested but NOT guaranteed****
- **Ad & Listing Reservation Deadline: Friday, February 20, 2026**
- **Ad Artwork & Full Payment Deadline: Friday, February 27, 2026** (failure to submit artwork or payment by the 2/27/26 deadline may result in forfeiture of placement preference)
- The map will be a folded 7-panel brochure, printed in 4 color (CMYK) at 300dpi resolution on glossy stock
- The following applications are preferred: High-res PDF, JPEG or TIFF at 300 dpi (no MS Word or Publisher files)
- Zip or Stuff-it compression software recommended to archive media content
- Please rasterize all type if sending any kind of Photoshop files to eliminate any font issues
- If your ad is created in InDesign or Illustrator, please outline all text before making a PDF
- **IMPORTANT! Keep all type & important graphics inside the live area** and center within bleed dimensions - all ads must have bleed, no border. **Any Q's regarding ad production, please contact Bob at bob@bobco.design**

BACK COVER



INSIDE FRONT



**** ALL AD SPACE & PLACEMENT**

Spaces assigned on a first-come, first-served basis.

Ad placement will be confirmed **in the order received**, one ad space buy per member business.

A waitlist will be created for any unsold ad spaces, additional ads may be purchased if available.

Fourteen (14) 1/4 page Premium Ad spaces are available
All other Ad spaces are Standard 1/4 page Ads or split into 1/8 page Ads

Need an ad created?

Contact Bob Nenninger at BobCo Design to receive a quote.
Email: bob@bobco.design Phone: 949-414-4742



The 2026-27 Catalina Island Map is produced by BobCo Design for the Love Catalina Island Tourism Authority